FAX

R.J. Reynolds Tobacco Co.
400 Raritan Center Parkway Suite D
Edison, NJ 08837

Date: 09/24/97

Number of pages including cover sheet:

To:	Vikisha
Phone	
Fax Phone	**201-222-0372**
CC	Greg Brown Sean Cleerdin Chrissy Fagan

From:	Lanny Wolfe
Phone	732-225-4774
Fax Phone	732-417-9076
Voice Mail	**1-800-757-8255** **Ext. 48795**

REMARKS:

	Urgent	X	For youre review		Reply ASAP		Please comment

Attached is the information you will need to work the 3 waves of the Winston.30 off per pack DPC promotion:

- Please black line and sticker all product .30 off per pack.
- Pack each display with 1 carton of each specified brand .30 off stickered product.

If you have any questions please let me know.

Thanks,

Lanny

51849 2128

Source: https://www.industrydocuments.ucsf.edu/docs/jlfy0000

New Winston.
No additives. Wins
No bull.

R. J. Reynolds Tobacco Company Presents
September '97 **No Bull Winston (Box Styles)** DPC PROMOTION #3

Account: **VIKISHA INC. #543805**

Brand Promotion	Winston .30 off per pack 2 carton display

Display Packing	• 1 ctn Winston Light Box • 1 ctn Winston Light Box 100s
Delivery Date	• 10/3/97
Displays	• 22
Display Assembly	• Black line and sticker 22 cartons of Winston Light Box and 22 cartons of Winston Light Box 100s @.30 off per pack • Assemble blue 2 ctn. display #524012 • Place Winston riser card on each display • Place 10 stickered packs of Winston Light Box and 10 stickered packs of Winston Light Box 100s in each display

- Send a display and letter automatically to each account on attached list beginning 10/3/97
- Please cross out any account that refuses promotion and sign, date, and **return list to RJR for payment when all displays have been sent.**

Packing and shipping payment	• 28.00 per 12M case of Live product

Note:
Voice mail 800-757-8255 mail box #48795 if you have any questions

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Source: https://www.industrydocuments.ucsf.edu/docs/jlfy0000

R. J. Reynolds Tobacco Company Presents

September '97 **No Bull Winston (Box Styles)** DPC PROMOTION

Account: **«Accountname»#«accountnumber»**

Brand Promotion	Winston .30 off per pack 2 carton display

Display Packing	• 1 ctn Winston Ultra Light Box • 1 ctn Winston Ultra Light Box 100s
Delivery Date	• 10/10/97
Displays	• 22
Display Assembly	• Black line and sticker 22 cartons of Winston Ultra Light Box and 22 cartons of Winston Ultra Light Box 100s @.30 off per pack • Assemble blue 2 ctn. display #524012 • Place Winston riser card on each display • Place 10 stickered packs of Winston Ultra Light Box and 10 stickered packs of Winston Ultra Light Box 100s in each display

- Send a display and letter automatically to each account on attached list beginning 10/10/97
- Please cross out any account that refuses promotion and **sign, date, and <u>return list to RJR for payment when all displays have been sent.</u>**

Packing and shipping payment • 28.00 per 12M case of Live product

Note:
Voice mail 800-757-8255 mail box #«MailBox» if you have any questions

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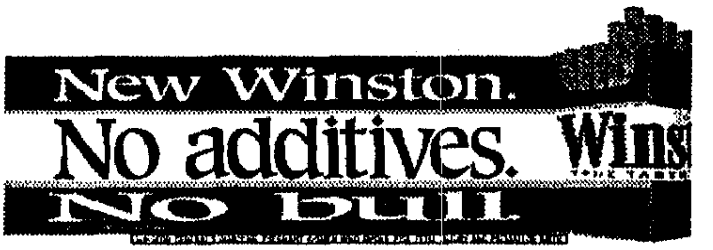
Source: https://www.industrydocuments.ucsf.edu/docs/jlfy0000



R. J. Reynolds Tobacco Company Presents

August '97 **No Bull Winston (Box Styles)** DPC PROMOTION

Account: **«Accountname»#«accountnumber»**

Brand Promotion	Winston .30 off per pack 2 carton display

Display Packing
- 1 ctn Winston Box
- 1 ctn Winston Light Box

Delivery Date
- 10/17/97

Displays
- 22

Display Assembly
- Black line and sticker 22 cartons of Winston Box and 22 cartons of Winston Light Box @.30 off per pack
- Assemble blue 2 ctn. display #524012
- Place Winston riser card on each display
- Place 10 stickered packs of Winston Box and 10 stickered packs of Winston Light Box in each display

- Send a display and letter automatically to each account on attached list beginning 10/17/97
- Please cross out any account that refuses promotion and sign, date, and **return list to RJR for payment when all displays have been sent.**

Packing and shipping payment
- 28.00 per 12M case of Live product

Note: Voice mail 800-757-8255 mail box #«MailBox» if you have any questions

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Source: https://www.industrydocuments.ucsf.edu/docs/jlfy0000

Vikisha

ACCT	FULL NAME	ADDR1	CITY	STATE	ZIP	PHONE NO
468895	A&B CONVENIENCE	185 HACKENSACK ST	WOOD RIDGE	NJ	7075	201 438 3131
275172	AMPERE DRUGS	69 4TH AVE	EAST ORANGE	NJ	7017	201 672 1802
273174	C&R BEVERAGE COM	91 W PALISADE AVE	ENGLEWOOD	NJ	7631	201 568 7161
420146	CAROUSEL EXPRESS	637 KINDERKAMACK RD	RIVER EDGE	NJ	7661	201 262 7047
233510	CENTRAL CORNER STORE	481 CENTRAL AVE	EAST ORANGE	NJ	7018	201 674 0759
X 401092	D J'S	1901 SPRINGFIELD AVE	MAPLEWOOD	NJ	7040	201 763 1654
280165	EIFFEL LIQUORS	184 MONMOUTH ST	RED BANK	NJ	7701	908 842 9500
711219	F.M. CORPORATION	146 BLOOMFIELD AVE	NEWARK	NJ	7104	201 485 8008
329255	FOUR CORNER MARKET	192 ORANGE AVE	IRVINGTON	NJ	7111	201 399 4905
X 276105	GROVE GENERAL	33 GROVE ST	ELIZABETH	NJ	7202	908 289 1191
475894	K. C. NEWS	14 COMMERCE ST	NEWARK	NJ	7102	201 733 3413
275804	KAUB CORP.	197 SUMMIT AVE	JERSEY CITY	NJ	7304	201 433 0366
734590	KRAUSZERS LIQUOR	645 BLOOMFIELD AVE	VERONA	NJ	7044	201 857 7051
400961	PATTYS GROCERY	44 DODD ST	BLOOMFIELD	NJ	7003	201 748 8307
461942	PEE KAY CONVENIENCE	204 N WOOD AVE	LINDEN	NJ	7036	908 486 0087
697446	RICKS WINE & LIQUOR	1136 SOUTH AVE	PLAINFIELD	NJ	7062	908 755 9393
740683	RUPA FOOD STORE INC	319 ROSELLE ST	LINDEN	NJ	7036	908 925 6482
585442	SALMAN GROC.	257 HENDERSON ST	JERSEY CITY	NJ	7302	201 332 5459
674101	SANA INTL GROC.	1209 TEANECK ST.	TEANECK	NJ	7666	201 833 0116
595470	STATE PRIZE LIQUORS	2191 MORRIS AVE	UNION	NJ	7083	908 686 1845
X 639687	TRADING POST/R.SHAH	804 PENNINGTON ST	ELIZABETH	NJ	7202	201 289 3511
661333	VIRAGE GROC INC	280 MORNINGSTAR RD	STATEN ISLAND	NY	10303	718 816 5285

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MESSAGE CONFIRMATION

DATE:05/24/97 TIME:11:06

ID:R.J. REYNOLDS TO

DATE	TIME	T.-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
09/24	10:59	05'04"	13012220372	G3-S	005	OK

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